

# Superstore Sales Project – Insights Report

## 1. Sub-Category Distribution

Top-selling sub-categories include: Chairs, Binders, Phones, Storage, and Tables.

Least popular sub-categories: Fasteners, Envelopes, Labels, and Art.

**Implication:** Focus on high-demand sub-categories to maximize revenue, and consider

promotional strategies for low-performing items.

## **2. Ship Mode Distribution of Profit**

Standard Class shipping contributes the highest profit (57%), followed by First Class (20%), Second Class (17%), and a minor mode (6%).

**Insight:** Standard Class is both cost-effective and profitable. First Class, while popular, may have higher costs affecting net profit.

### **3. Regional Sales Performance**

West leads in sales (725,215), followed by East (678,781), South (501,240), and Central (391,722).

**Observation:** The West and East regions are key revenue drivers. The Central region may require strategic improvements.

### **4. Regional Profit Distribution**

Profit distribution across regions is relatively balanced, with West and East showing strong performance.

South and Central regions may have lower margins despite moderate sales.

## **5. Categorical Profit Distribution**

Technology generates the highest profit, followed by Office Supplies and Furniture.

Furniture, while high in sales volume, may have lower profitability due to costs or discounts.

## **6. Segment by Discount**

Discounts are applied across Consumer, Corporate, and Home Office segments.

Consumer segment likely receives the most discounts, which may impact overall profitability if not managed carefully.

## **7. Quantity by Sub-Category and Category**

Office Supplies sub-categories like Binders, Paper, and Storage have high quantities sold.

Technology items like Phones and Machines also show strong volume.

Furniture items like Chairs and Tables have moderate to high quantities.

### **Key Recommendations:**

Leverage High-Profit Categories:  
Focus on Technology and high-margin Office Supplies.

**Optimize Shipping:** Encourage Standard Class shipping to

maintain profit margins.

**Regional Strategy:** Invest in marketing and inventory in the West and East; review pricing and costs in Central and South.

**Discount Management:** Monitor discount levels, especially in the Consumer segment, to avoid eroding profits.

**Inventory Alignment:** Stock more of high-volume, high-profit sub-

categories like Chairs, Binders, and Phones.